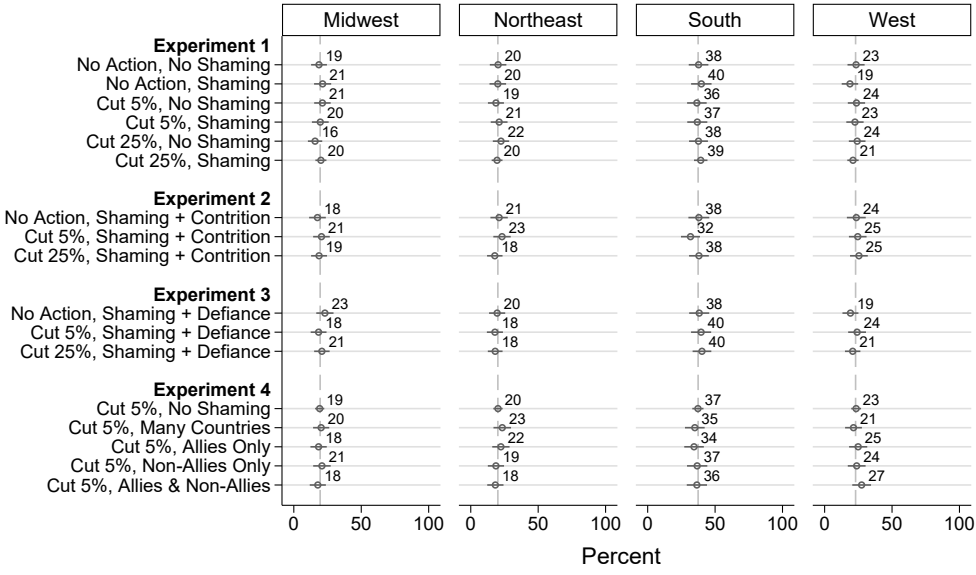
Midwest
Northeast
South
West
Experiment 1
No Action, No Shaming
No Action, Shaming
Cut 5%, No Shaming
Cut 5%, Shaming
Cut 25%, No Shaming
Cut 25%, Shaming
19
21
21
20
16
20
20
20
38
40
36
37
38
39
23
19
24
23
24
21
Experiment 2
No Action, Shaming + Contrition
Cut 5%, Shaming + Contrition
Cut 25%, Shaming + Contrition
18
21
19
21
23
18
38
32
38
24
25
25
Experiment 3
No Action, Shaming + Defiance
Cut 5%, Shaming + Defiance
Cut 25%, Shaming + Defiance
23
18
21
20
18
18
38
40
40
19
24
21
Experiment 4
Cut 5%, No Shaming
Cut 5%, Many Countries
Cut 5%, Allies Only
Cut 5%, Non-Allies Only
Cut 5%, Allies & Non-Allies
19
20
18
21
18
20
23
22
19
18
37
35
34
37
36
23
21
25
24
27
0
50
100
Percent